

Developing a causal relationship model in business development That affect the excellence of public business organizations

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Abstract: This research aimed to develop a causal relationship model in business development impacting the excellence of public business organizations in Thailand and to verify the consistency of the developed causal relationship model with the data. The research tool was an online questionnaire sample were 400 former business executives, public business organizations in Thailand. The statistics used for data analysis were structural equation models used to analyze causal relationships for Finding the path of the causal influence of variables consists of 5 areas: 1) Perception of safety of public business organizations in Thailand 2) Innovation in the development of public business organizations in Thailand 3) Image of public business organizations in Thailand 4) Trust in business management And 5) business development Public business organizations in Thailand The research found that the developed causal relationship model was very consistent with empirical data, the forecast coefficient of 0.98, indicating that the variables in The model can explain the variability of business development of public business organizations in Thailand 98% found that trust in the development of public business organizations in Thailand has the greatest influence on the development of public business executives. Of business operators in Thailand.

Index Terms: business development, public business organization, trust, corporate business development, structural equation model

1. Introduction

Modern organizational management Management should always find methods to help all employees learn and develop themselves. Because the same methods of working may not be sufficient in today's world. Cultivating ideas for creating systems and working methods for good long-term results. It is a new organizational method that should be applied. Starting from educating Organize training to build skills that are suitable for use in various fields. And give employees the opportunity to think, present, and do projects by themselves, better than the day-to-day work By one of RS's values in organizational development Is to keep learning, to know To instill in employees the courage to think, ask and seek new things For more efficient work And more importantly, the service business is one of the core business sectors in support of economic and social development at the national and global level. As can be seen in the past 20 years, the trade-in international services have grown considerably. The value of global trade in services grew by approximately 8 percent yearly, while merchandise trade expanded approximately 6 percent. Many developed countries such as the US, UK, and Singapore were able to develop their service businesses into multinational businesses. As an incentive for many more, The country has turned to pay more attention to the service business. Thai service operators must adapt and keep pace with the driving force of globalization. To create a new economy (Patrika Wong-Anan-Non, 2014; Mohanarajan, 2016) [1].

At present, the current Thai economy Has begun to recover But there are still a number of businesses that need some time to normalize the economy. Such conditions keep current employment rates low in both the public and private sectors, and most graduate students find work difficult. Because work is still very limited compared to the number of people who graduate out, many people do not have a job. And thinking of turning into entrepreneurship in business development, In addition, now the government has the policy to promote and push more people to become entrepreneurs, making it a good opportunity for interested people. And has an idea of running his own business and has entered into a business executive The impact on the excellence of public business organizations more easily and also due to the technology disruption situation that causes many organizations to turn to adapt to suit the situation and the era. To develop the business to be able to move forward Preparedness starts from the process of organizational management and modern organizational development to be appropriate. It is therefore important that many organizations pay more attention to each other (Shih, 2009).

Nowadays, the development of a causal relationship model in business development contributes to the excellence of public business organizations. That affects the excellence of the organization in Thailand, able to respond to the security that corresponds to the modern consumer perfectly And there are still many opportunities Because the population has a need to operate more business according to the country's prosperity. And the education level of the

population tends to be higher Another breakthrough in business development that contributes to the excellence of public business organizations. That affects the excellence of the organization in Thailand More and more technology and facilities, such as the widespread management of various computer systems, all affect the quality of life. This makes consumers realize the importance of business development that affects the excellence of public business organizations. This further affects the excellence of the organization in Thailand, respectively At the same time, business development contributes to the excellence of public business organizations. It also affects the product, both form and features in the use of consumers. Encourage behavior In fashion, it has become more and more widespread in popularity. Make consumers today develop their businesses to be more stable (Savitree Surathamwit, 2015).

For the aforementioned reasons, the researcher was not so important to develop a rational relationship model in business development that influences entrepreneurship excellence that contributes to the excellence of Thailand. The researcher is able to make known developments that affect business development, affect the excellence of business entrepreneurs, affect the excellence of the people in Thailand and serve as a guideline for development. To the excellence of the business type in relation to the mechanisms and needs of today's operators.

2. Research Objectives

The objectives of this research article were

1) Develop a causal relationship model in business development affecting the excellence of public business organizations, and 2) To verify the consistency of the causal relationship model in business development that affects the excellence of the public business organization. The public business organization developed on empirical data.

3. Research Methods

A. Research Design

Action research [5] This research studies, surveys. (Survey Research)

Research conceptual framework

A Study of Causal Relationship Models in Business Development Public Business Organizations in Thailand Affecting Organizational Excellence The researcher has adopted the research framework of Feng Cui et al., (2018) to improve and develop the development of public business executives. The impact on organizational excellence is 1) perception of the safety of public business organizations in Thailand (AB) 2) innovation in the development of public business organizations in Thailand (AI) 3) the image of Public Business Organization in Thailand (AU) 4) Trust in Management of Public Business Organizations in Thailand (AS) 5) Business Development Public Business Organizations in Thailand (AD)

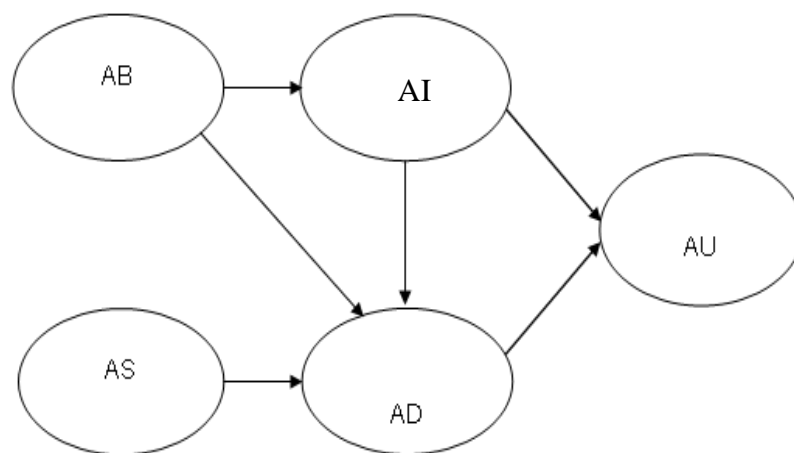


Fig. 1 Conceptual Framework

B. Research Process

Population and sample

The population of this research is 168,367 people who held public business executives in Thailand, totaling 168,367 people as of July 1, 2020.

The sample group of this research was 400 former executives of public business organizations in Thailand in determining the sample of the Causal Structural- Models with Latent Variable analysis. Wiratchai (1999) proposed that the sample size was appropriate. It should be in a ratio of 10-20 to 1 variable and the minimum sample is acceptable, given the Holster statistical value greater than 250, the causal relationship model is assumed to be consistent with the empirical data. There were 20 observable variables in this study, requiring at least a sample of approximately 250 subjects. And to prevent any discrepancies of information The researcher then added a sample of 400 people, obtained by Convenience Sampling.

Tools used for data collection

Characteristics of the tools used in this research It is an online questionnaire (Online Questionnaire), number 1 issue, divided into 2 parts as follows:

Part 1 General Information of Chair Responder Characteristics of Advantages Tour Questions about General Information of Respondents Including Researcher Director of Information Have you ever held a management position in the collection business in Thailand? Educational institutions, educational level, occupation, and gross monthly income of 15 items

Part 2: Information on factors influencing business development affecting the excellence of public business organizations, in which questions are measured in 7 levels, divided into 5 areas: 1) perception of safety. Of public business organizations in Thailand 2) innovation in the development of public business organizations in Thailand 3) the image of public business organizations in Thailand 4) trust in the management of public business organizations in Thailand 5) business development 75 items of public business organizations in Thailand by qualifying tools to validate content validity by proposing three experts to check the content validity of the questionnaire as well as check the content validity of the language Then use the scores obtained to find the consistency index of the question. The objective of the research (Index Of Congruence or IOC) was obtained with the index of consistency of all questions between 0.69-1.00. (Reliability) by trying out (Try Out) with people who hold the position of business management. Continuously And lived in Thailand, who were not a sample of 30 people, and the confidence was determined by using the alpha coefficient method using the Cronbach's Alpha method. Considering the confidence factor of 0.70 and above, indicating that the questionnaire was highly reliable (Thanin Sincharu, 2017).

Data collection

The researcher collects data by online questionnaires from people who have served as executives of public business organizations in Thailand continuously, and live in Thailand. There are 2 screening questions: 1) Do you agree to provide information to researchers? If the respondents said they did not agree, the researcher will not analyze the data, and 2) Have you ever held a position as a business executive of a public business organization in Thailand? If the respondent said never, the researcher will not analyze the data. Data is collected from the online survey URL link sharing via online questionnaire channels from July 2020 to November 2020, totaling 5 months of data collection, with 450 respondents. After that, the researcher selects a complete questionnaire, totaling 400 people, for further statistical analysis.

Data Analysis

Inferential statistics are used for causal relationship analysis to determine the path of the causal influence of variables, find the size of influence, and how the direction is. Based on the concepts and theories used by the researcher, the consistency is tested between the hypothesis model and the empirical data, the CMIN / DF statistical value less than 3.00, the GFI, AGFI, CFI of 0.96 or more, and the RMSEA, SRMR value less than 0.05, which is consistent with the statistical analysis of the structural equation model (Kris, Sung Noen, 2011)

4. Results

The researcher defines the presentation of research results by designing in 2 steps: 1. To develop a causal relationship model in business development that affects the excellence of public business organizations. 2. To verify

the consistency of the causal relationship model in business development affecting the excellence of public business organizations developed with empirical data, which can be summarized as follows.

1. The results of the development of the causal relationship model in the development of public business executives that affect the excellence of the organization

The research results were found that The development of a causal relationship model in business development affecting the excellence of public business organizations consists of 5 variables classified into 2 external latent variables: 1) perception of the safety of public business organizations in Thailand (AB) 2) innovation in the development of public business organizations in Thailand (AI) and 3 internal latent variables: 1) image of public business organizations in Thailand (AU) 2) trust in the management of public business organizations in Thailand (AS) 3) business development for public business organizations in Thailand (AD). The researcher developed and drafted a model based on the concepts, theories and related research to be used as a principle for developing the causal relationship model in business development affecting the excellence of public business organizations.

2. The results of the correspondence between the causal relationship models in business development affecting the excellence of public business organizations that affect organizational excellence with empirical data

The results of the consistency verification of the causal relationship model using the linear structural equation technique to find a path of causal influence of variables by testing the consistency between the hypothesis model and the empirical data as shown in Table 1.

Table 1 Index values that indicate the consistency and harmonization of the causal relationship model in the development of the causal relationship model in business development affecting the excellence of public business organizations that affect organizational excellence with empirical data

ค่าดัชนี	เกณฑ์ที่ใช้พิจารณา	ค่าสถิติ	ผลการตรวจสอบ
1. ค่า CMIN/df	< 3.00	1.31	ผ่านเกณฑ์
2. ค่า GFI	≥ 0.90 (เข้าใกล้ 1.00)	0.97	ผ่านเกณฑ์
3. ค่า AGFI	≥ 0.90 (เข้าใกล้ 1.00)	0.92	ผ่านเกณฑ์
4. ค่า CFI	≥ 0.90 (เข้าใกล้ 1.00)	0.95	ผ่านเกณฑ์
5. ค่า TLI	≥ 0.90 (เข้าใกล้ 1.00)	0.94	ผ่านเกณฑ์
6. ค่า RMSEA	< 0.05 (เข้าใกล้ 0)	0.03	ผ่านเกณฑ์
7. ค่า SRMR	< 0.05 (เข้าใกล้ 0)	0.03	ผ่านเกณฑ์
8. ค่า HOELTER	> 200	229	ผ่านเกณฑ์

According to Table 1, it was found that the results of the correlation between the causal relationship model in the development of SME business executives affecting organizational excellence and empirical were consistent and harmonious with the empirical data. Based on the relative chi-square value (CMIN / df) is 1.31, the mean square root index of the numerical fraction (SRMR) is 0.03, the square root index of the estimation error (RMSEA) was equal to 0.03, which satisfied the criterion where the SRMR and RMSEA values had to be less than 0.05. The GFI, AGFI, CFI, and Hoelter index values at .05 significance levels were 0.95, 0.95, 0.95, and 229, respectively, which satisfied the criteria for GFI, AGFI, CFI values from 0.90-1.00. Therefore it was a suitable and harmonious model. And the Hoelter value of .05 significance level had to be greater than or equal to 300. This indicated that the causal relationship model in the development of the causal relationship model in business development affected the excellence of public business organizations contributing to organizational excellence and was consistent with empirical data. It was able to show statistical values from models corresponding to the empirical data

5. Discussions

The results of this research found that the development of a causal relationship model in business development contributing to the excellence of public business organizations affect the excellence of the organization are most directly influenced by trust. This is because consumers believe that the development of the causal relationship model in business development contributes to the excellence of public business organizations, which affects the excellence of the organization and gains the credibility of product quality. Developing the causal relationship model in Business Development affects the excellence of Public Business organizations in terms of a pricing standard and clear information or specs of eyeglasses. It also creates sustainable branding. And there is always a standardized production. This is the source of trust that has a direct influence on business development. This is consistent with Kittiya Khwanjai's research (2016), which studies satisfaction, trust that affects business executive's development, and system design for online hotel booking among customers in Bangkok. The results of the study showed that trust

has a positive influence on the business management development and design of the online hotel booking system of customers in Bangkok.

The trust in the management of public business organizations in Thailand that affects corporate excellence is most directly influenced by corporate safety perceptions as consumers believe that the management of public business organizations in Thailand contributing to organizational excellence. There is a perception of the safety of the organization. To protect personal information, it is safe when paying for glasses by credit card and by bank transfer methods. This is the source of safety awareness in the perception of corporate safety. This is in line with Kittiya Khwanjai's (2016) research, which studies satisfaction, trust that affects business executive's development, and system design for online hotel reservation of customers in Bangkok. The results of the study showed that trust has a positive influence on the business management development and design of the online hotel booking system of customers in Bangkok.

6. Recommendations

A. Recommendations for Practices

Recommendation for applying research results

1. In terms of trust in the management of public business organizations in Thailand that affect corporate excellence, it was found that consumers believe that the development of business executives that contributes to the excellence of the organization has the credibility of the quality. There is a standard in pricing, clear information or details of the product and a sustainable branding, the production in accordance with the standards. Therefore, the development of business executives should raise awareness of building trust with the target consumers.

Recommendations for further research

Other variables that may be related to this study, such as the effectiveness of business executive development affecting organizational excellence, should be researched to determine the differences from those presented in the research whether or not, and use the results to formulate marketing strategies for the development of business executives.

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